



Tourism & Events Department
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**To: Linda Dillenbeck, Chairperson
 Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: August 20, 2019

Subject: Event Funding Recommendation

The following are event funding recommendations for TDC consideration.

Event	Event Dates	Event Description	Location	Projected Attendance	Recommended FY 19/20
Discover India	Nov 8-9, 2019	18 th annual festival highlighting Indian culture. Request = \$14000-Comm Event	Civic Center	10,000	\$14000
Scottsdale Philharmonic	Oct - May	Series of traditional classical music concerts free to the public, Request = \$17000-Comm Event	La Casa de Cristo Lutheran Church	7600	\$0
Children's Learning & Play Festival	Sept 7, 2019	Free event to the public featuring children's authors, illustrators, music, live performances, bounce houses and rides and more Request = \$13000-Comm Event	WW	13000	\$13000
AZ National Quarter Horse Show	Jan 2-5, 2020	AQHA horse show and national 4H open show. Request = \$18500-Comm Event	WW	5050	\$17500
Persian New Year Festival	March 7, 2020	AZ Persian Cultural Center invites locals to come to learn about the delicious foods, drinks, and sounds of Persia. Request = \$9500-Comm Event	Old Town	5500	\$9500
Peruvian National Horse Show	Oct 11-13, 2019	15 th Annual horse show brings people from all over the US & Canada Request = \$12000-Comm Event	WW	2000	\$12000

Event	Event Dates	Event Description	Location	Projected Attendance	Recommended FY 19/20
Arizona Asian Festival	Nov 17-18, 2019	AZ Asian Festival celebrates the incredible diversity of Asian cultures Request = \$15000-Comm Event	Civic Center	18000	\$15000
Triple Crown Fall Softball Tournament	Nov 1-3, 2019	College Showcase tournament for players 14-18 Request = \$5000 Venue Fee	Multiple Sports fields	90 teams	\$5000
Desert Super Cup Soccer	March 27-29, 2020	One of the top 5 soccer tournaments on the west coast drawing teams from Canada and over 18+ states. Request = \$5000-Venue Fee	Scottsdale Sports Complex	300+ teams	\$5000
Barrett-Jackson Collector Car Auction	Jan 11-19, 2020	49 th Annual collector car auction Request = \$30000-MEAF	WW	320000	\$30000

Staff is not recommending funding the Scottsdale Philharmonic event due to venue location criteria. The event is now located in Phoenix. Scottsdale Philharmonic has received community event funding for the past five years. AQHA Horse show funding recommendation is reduced from the requested amount due to the event number of days criteria.

Funding Availability & Potential Options

There are tourism development event support funds available for the event recommendations. Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or other amounts.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.